



Where Barbershop 7th Chords Intersect the 21st Century

*21st & 7th exists to train Barbershop
Harmony Society chapter leaders
how to get their chapters thriving*

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“ It won't be the richest, or the largest, or the youngest barbershop chapters, or the best singing, or the smartest, most experienced or most determined who survive and thrive—it will be those who correctly adapt to the changing context of their time. ”

It's important that BHS chapters adapt and thrive. Humans are genetically hard-wired to feel wonderful in the presense of consonant vocal harmonies—especially a cappella harmonies. ****** That gives Barbershop, as an art form, far greater potential to enrich lives than most would imagine.

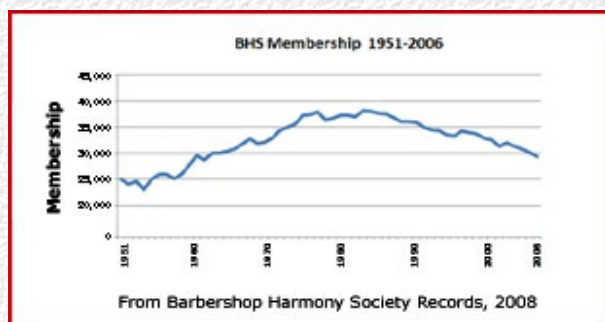
21st & 7th trains chapter leaders to share the gifts of Barbershop harmony by creating compellingly attractive chapter meetings and popularizing the style and their chapters.

The new knowledge, tools, skills and innovations needed are here for you.

Sing...Learn...Teach...Create...Thrill...Share...Laugh...Entertain. **Grow.**

What's Causing Barbershop Harmony Society Membership Decline? In short, changes in

our North American social context—changes like electronic media usage, suburban commute lengths, vocational demands and the speed-up of everyday living. These changes have caused men to shift their priorities when it comes to what they value in their discretionary time. This is not a pet theory or an armchair guess—this is from rock solid research. The research shows . . . >>>



What Strategies Have to Change? To thrive, Barbershop Harmony Society chapters need to provide what today's men value in their discretionary time—and provide it at a compellingly high level. Through research, sociologists have identified 13 Attractive Value Characteristics people consider when deciding whether to join or renew membership with a non-profit, chapter-structured organization like the Society. All

13 are important, but for the Society, seven are so pivotal they are considered **Deal-Makers**** . . . >>>

Believability: We have proof. From Martin-St. Lucie, Florida to Portland, Oregon, the chapters who actively use the strategies are enjoying success. Beginning in January, 2006, beta-testing in the Asheville, NC Chapter has resulted in eye-popping statistics. . . >>>

Workshops! There's a time in the life of each chapter when guys say, "We have got to start thriving—how do we get that done?" 21st & 7th has proven answers. Strategies, tools and training are ready and available now through workshops. . . >>>

